DOCUMENT RESUME

ED 398 012 RC 020 666

AUTHOR	Burhansstipanov, Linda, Comp.; Barry, Kathleen Cooleen, Comp.
TITLE	Cancer Education Resources for American Indians and Alaska Natives. Supplement to Native American Monograph No. 1: Documentation of the Cancer Research Needs of American Indians and Alaska Natives.
INSTITUTION	National Cancer Inst. (NIH), Bethesda, Md.
REPORT NO	NIH-94-3706
PUB DATE	Jan 94
NOTE	74p.
AVAILABLE FROM	National Cancer Institute, Cancer Information Service, Bldg. 31, Rm. 10A161, 9000 Rockville Pike, Bethesda, MD 20892.
PUB TYPE	Reference Materials - Bibliographies (131)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Alaska Natives; American Indian Culture; *American Indians; *Cancer; *Culturally Relevant Education; Disease Incidence; Health Education; *Health Materials; Health Promotion; Nutrition; Physical Health; *Prevention; Readability Formulas; Resource Materials; Smoking
IDENTIFIERS	*Native Americans

ABSTRACT

This directory provides information on cancer education materials that have been developed specifically for American Indians and Alaska Natives. The goal is to develop and implement culturally appropriate cancer prevention and control programs for Native Americans. The directory includes a matrix of cancer education materials that identifies resources for a particular audience or cancer site. In this matrix, the 52 titles are arranged in alphabetical order and include information on the format, readability rating, applicable cancer sites, target audience, cultural/ethnic audience, and whether the item focuses on diet. The remainder of the directory provides additional information on each entry, including the title, producer, publication date, availability, format, target audience, content description, and readability rating. Formats include leaflets, fact sheets, pamphlets, booklets, books, posters, videotapes, and other materials. Included are instructions and a worksheet for determining readability ratings, and an index that arranges titles by producer or distributor. (LP)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

BEST COPY AVAILABLE

Cancer Education Resources for American Indians and Alaska Natives

Supplement to Native American Monograph No. 1: Documentation of the Cancer Research Needs of American Indians and Alaska Natives

Linda Burhansstipanov, DrPH, CHES
Native American Cancer Control
Special Populations Studies Branch

Kathleen Cooleen Barry
Cancer Control Program Specialist
Office of the Associate Director

Cancer Control Science Program
Division of Cancer Prevention and Control
National Cancer Institute
Bethesda, Maryland

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
National Institutes of Health

NIH Publication No. 94-3706
January 1994

Contents

Introduction 1
Acknowledgments 3
How To Use This Directory 5
Key To Selecting Cancer Education Materials 7

Materials

Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment 13
Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer 14
Breast Cancer 15
Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987 16
Cancer Runs in Certain Circles 17
Chances Are . . . You Need a Mammogram 18
Children Are the Future: Give Yours a Healthy Start 19
Children Are Our Future: Give Yours a Healthy Start 20
Continue the Circle: Enjoy the Gift of Health 21
Does Your Child Smoke? 22
Eat More Fruits and Vegetables: 5 a Day for Better Health 23
Eat More Salads for Better Health 24
Eat To Live 25
Eating Healthy the Alaska Way 26
Eating Healthy the Alaska Way 27
Eating Healthy the American Indian Way: Why All the Talk About Fat? 28
Eating Healthy the American Indian Way: Why All the Talk About Fiber? 29
Having a Pelvic Exam and Pap Test 30
Health Risks and Preventive Care Among Older American Indians and Alaska Natives 31
How To Examine Your Breasts 32
It's Never Too Late To Quit! 33
It's Never Too Late To Quit Smoking 34
It's Your Life—It's Our Future: Stop Smoking Guide 35
Keep Our Health Traditional: Keep Tobacco Use Traditional 36
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer 37
Little Sister Mouse 38
Malam Nau Yahiwapo: Women's Gathering Place 39

Contents (continued)

A Mammogram Could Save Your Life 40
Mouth Cancer Runs in Certain Circles 41
A New Beginning: Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions 42
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition 43
Our American Indian Children Deserve a Healthy Future and Healthy Traditions: Don't Smoke for Your Children's Sake 44
The Pap Test: It Can Save Your Life! 45
The Pathway to Health 46
Pull Together: Quit Smoking 47
Smoke-Free . . . and Healthy 48
Smokeless Tobacco: Activity Book, Grades K-6 49
Smokeless Tobacco: Teacher's Guide 50
Take Care of Your Breasts 51
Take Care of Yourself 52
Take Control: 10 Steps to a Healthier Life 53
Taking Care of Your Health: The Pap Test and Cervical Cancer 54
Tobacco Control Education Program 55
Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional 56
Tobacco: It Was Never Meant To Be Abused 57
Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death 58
Traditional Foods Can Be Healthy 59
Traditional Use of Tobacco 60
We Are the Circle of Life; Pass on the Gift of Health 61
What Men Should Know About Cancer 62
What Women Should Know About Cancer 63
Withdrawal From Smoking: Dealing With the Effects 64

Appendix: SMOG Readability Formula 67
Index of Authors, Producers, and Distributors 71

Introduction

Cancer Education Resources for American Indians and Alaska Natives is designed to assist in the development and implementation of cancer prevention and control programs among Indigenous Peoples. This directory is not all-inclusive; it provides examples of the types of materials that currently are being developed by and for Native Peoples throughout the United States. Although attempts have been made to review all this information, inclusion of materials in this directory does not necessarily imply endorsement by the National Cancer Institute (NCI).

During the summer and fall of 1991, the Network for Cancer Control Research Among American Indian and Alaska Native Populations surveyed approximately 2,800 Native American organizations. The purpose of this survey was to determine what types of culturally appropriate cancer informational materials or programs are currently available to Indigenous Peoples in the United States. Of the 450 (16.1 percent) organizations that responded, 264 (58.7 percent) indicated that they provide cancer education programs. Of these 264 organizations, 133 indicated that they provide general information about cancer.

The Network for Cancer Control Research Among American Indian and Alaska Native Populations shared the summary information from this survey with NCI staff. NCI followed up by obtaining cancer education materials from these organizations and others for inclusion in a directory of resources.

NCI is currently funding eight Native American cancer research projects. Each of these projects has developed and pretested cancer information resources among their respective Native American populations. Information on the availability of these materials—including posters, pamphlets, videotapes, curricula, training manuals, and other items—will be available after the summer of 1994.

As is true with most underserved populations, Native Americans need cancer education and information that is designed and available in culturally appropriate methods and materials. When Native Americans are asked to review cancer education materials that have been developed for other populations, such as whites or African Americans, the common response is "It is too bad those people get that disease." When told that Native Peoples also have cancer, the response is "No, there is nothing in that pamphlet about us . . . we must not get it."

Native Americans need to be apprised of the growing cancer problem among this population, as well as ways to prevent and control this chronic disease. There continues to be a dearth of information available. Additional materials are needed on the prevention and control of cancer in certain sites, which are increasing among Indigenous Peoples and or have disproportionately high incidence or mortality rates among Native Americans compared with other racial or ethnic groups, such as whites, African Americans, and Hispanics. These cancer sites include, but are not limited to, lung, colon and rectum, breast, prostate, cervix, stomach, pancreas, and gallbladder.

Cancer prevention materials are needed on each of the common cancer sites as well as those that occur at a disproportionately high rate in Native Americans. For example, materials on the prevention and control of tobacco use are needed to prevent young people from starting to smoke or chew tobacco; however, these materials also need to recognize and respect the traditional use of tobacco within Native cultures. Prevention materials also need to be realistic as well as informative. NCI's 5-a-Day campaign, which encourages people to consume five servings of fruits and vegetables daily, needs to be adapted by Native American cultures to include means of increasing access to fruits and vegetables where availability and cost are primary barriers to participating in this valuable NCI program.

Many Native Peoples do not participate in recommended screening and early detection programs because they are unaware of the availability of these services. They are not recruited into clinical studies because the informational materials are often culturally inappropriate and, as a result, misunderstood. There are additional reasons for little to no participation in these types of programs and studies, but the lack of culturally sensitive materials is an initial barrier that needs to be eliminated.

There has been an emerging health promotion movement among Native Americans over the last few years. Cancer prevention and control efforts need to be included in these health promotion efforts. Prevention is the wisest approach to this disease, and we need accurate, feasible, culturally sensitive education and informational materials designed for Native Americans to assist Indigenous Peoples in taking control of their lives and the well-being of their communities.

Linda Burhansstipanov, Dr.P.H.
Former Program Director
Native American Cancer Research Program
National Cancer Institute

BEST COPY AVAILABLE

Acknowledgments

The Special Populations Studies Branch of the National Cancer Institute wishes to thank the following individuals who contributed to the development of this directory:

- Members of the Network for Cancer Control Research Among American Indian and Alaska Native Populations
- Mark B. Dignan, associate professor, and Sharon Johnson, secretary, Department of Family and Community Medicine, Bowman Gray School of Medicine
- Michael Arfsten, former director, American Indian Health Care Association

How To Use This Directory

To help readers, this directory includes a matrix of the cancer education materials described herein. Titles are arranged in alphabetical order. For each title, the matrix indicates the format, readability rating, applicable cancer sites, target audience, cultural ethnic audience, and whether the item focuses on diet. If publications are needed for a particular audience or cancer site, users can consult the matrix.

The presentation of each entry includes the title, producer, publication date, availability, format, target audience, content description, and readability rating. Formats are defined as follows:

- Leaflet—sheet of paper containing printed matter, folded once or more;
- Fact Sheet—list or brief information summary on specific subject on single sheet of paper, unfolded;
- Pamphlet—bound publication (usually stapled) of up to 15 pages;
- Booklet—bound publication of more than 15 pages but fewer than 80 pages;
- Book—bound publication of more than 80 pages;
- Poster—large printed or written single sheet of paper to be displayed in public place;
- Videotape—magnetic tape upon which audio and video signals are recorded for playback through television receiver; and
- Other—material such as refrigerator magnets or tent cards.

Publications that have "Not applicable" under the **Readability Rating** do not contain a sufficient amount of text to evaluate and are generally considered very easy.

The appendix contains the instructions and worksheet used for determining readability ratings. Users may determine the readability rating of other cancer education materials using this appendix.

The index arranges titles by author, producer, and distributor.

Key To Selecting Cancer Educational Materials

	FORMAT	READABILITY RATING							CANCER SITE					TARGET AUDIENCE									CULTURAL ETHNIC AUDIENCE			
		Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children	Any Cultural Ethnic Group	American Indians	Alaska Natives	LOCATION DOT
Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment	pamphlet					●					●				●						●		●			
Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer	videotape and leaflet			●					●					●										●	●	●
Breast Cancer	leaflet				●					●											●			●	●	
Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987	book							●	●							●							●			
Cancer Runs in Certain Circles	poster	●											●				●					●			●	
Chances Are — You Need a Mammogram	pamphlet					●				●									●		●		●			
Children Are the Future: Give Yours a Healthy Start	poster	●										●					●	●							●	●
Children Are Our Future: Give Yours a Healthy Start	leaflet	●										●					●	●							●	
Continue the Circle: Enjoy the Gift of Health	poster	●								●											●				●	
Does Your Child Smoke?	leaflet	●										●					●								●	●
Eat More Fruits and Vegetables: 5 a Day for Better Health	leaflet				●				●					●									●			●
Eat More Salads for Better Health	leaflet			●					●					●									●			●
Eat To Live	fact sheet	●							●					●											●	●
Eating Healthy the Alaska Way	poster	●							●					●											●	●
Eating Healthy the Alaska Way	other	●							●					●											●	●

Key To Selecting Cancer Educational Materials (continued)

	FORMAT	READABILITY RATING							CANCER SITE					TARGET AUDIENCE								CULTURAL/ETHNIC AUDIENCE				
		Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners/Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children	Any Cultural/Ethnic Group	American Indians	Alaska Natives	TOBACCO/DIET
Eating Healthy the American Indian Way: Why All the Talk About Fat?	booklet	●							●					●										●		●
Eating Healthy the American Indian Way: Why All the Talk About Fiber?	booklet	●							●					●										●		●
Having a Pelvic Exam and Pap Test	leaflet	●									●										●		●			
Health Risks and Preventive Care Among Older American Indians and Alaska Natives	leaflet						●		●										●					●	●	●
How To Examine Your Breasts	poster	●								●											●			●	●	
It's Never Too Late To Quit!	poster	●										●					●		●					●		
It's Never Too Late To Quit Smoking	leaflet	●										●					●			●	●			●	●	
It's Your Life–It's Our Future: Stop Smoking Guide	video tape and booklet		●									●					●							●		
Keep Our Health Traditional: Keep Tobacco Use Traditional	poster	●										●		●			●							●		
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer	leaflet	●							●					●										●		●
Little Sister Mouse	pamphlet	●							●					●								●	●	●		
Malam Nau Yahwapo: Women's Gathering Place	fact sheets					●				●	●										●			●		
A Mammogram Could Save Your Life	leaflet	●								●											●		●			
Mouth Cancer Runs in Certain Circles	leaflet					●							●				●					●			●	
A New Beginning: Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions	poster	●							●				●	●			●							●		

BEST COPY AVAILABLE

Key To Selecting Cancer Educational Materials (continued)

	FORMAT	READABILITY RATING							CANCER SITE						TARGET AUDIENCE								CULTURAL/ETHNIC AUDIENCE			
		Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth		General	Patients	Program Planners/Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children		Any Cultural/Ethnic Group	American Indians	Alaska Natives	
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition	poster	●							●			●			●			●	●			●			●		
Our American Indian Children Deserve a Healthy Future and Healthy Traditions. Don't Smoke for Your Children's Sake	poster	●										●						●	●							●		
The Pap Test: It Can Save Your Life!	leaflet	●									●											●			●			
The Pathway to Health	other	●							●						●											●		●
Pull Together. Quit Smoking	poster	●										●						●								●		
Smoke Free ... and Healthy	leaflet		●									●						●								●		
Smokeless Tobacco: Activity Book, Grades K-6	pamphlet	●											●										●				●	
Smokeless Tobacco: Teacher's Guide	pamphlet				●								●				●										●	
Take Care of Your Breasts	leaflet	●								●												●			●			
Take Care of Yourself	leaflet	●								●	●											●			●			
Take Control: 10 Steps to a Healthier Life	leaflet				●				●						●											●		●
Taking Care of Your Health: The Pap Test and Cervical Cancer	videotape and booklet			●							●											●			●			
Tobacco Control Education Program	poster	●										●						●								●		
Tobacco Is Traditional to American Indian People. Cancer Is Not Traditional	poster	●							●			●	●					●								●		
Tobacco: It Was Never Meant to Be Abused	poster	●										●			●			●								●		

Key To Selecting Cancer Educational Materials (continued)

	FORMAT	READABILITY RATING							CANCER SITE					TARGET AUDIENCE									CULTURAL/ETHNIC AUDIENCE			
		Not Applicable	Very Easy	Easy	Average	Fairly Difficult	Difficult	Very Difficult	General/Multiple	Breast	Cervical	Lung	Mouth	General	Patients	Program Planners Teachers	Tobacco Users	Pregnant Women	Elderly	Men	Women	Children	Any Cultural Ethnic Group	American Indians	Alaska Natives	FOCUS ON DIET
Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death	poster	●							●			●	●				●							●		
Traditional Foods Can Be Healthy	pamphlet				●				●					●										●		●
Traditional Use of Tobacco	leaflet	●										●		●			●							●		
We Are the Circle of Life: Pass on the Gift of Health	poster	●								●	●										●			●	●	
What Men Should Know About Cancer	leaflet		●						●	●		●	●							●				●	●	
What Women Should Know About Cancer	leaflet		●						●	●	●	●									●			●	●	
Withdrawal From Smoking: Dealing With the Effects	leaflet	●										●					●							●	●	

BEST COPY AVAILABLE

Materials

Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment

Producer
Krames Communications

Publication Date
1991

Availability
Krames Communications
1100 Grundy Lane
San Bruno, California 94066-3030
(800) 333-3032
Order No. 1426
$1, single copies

Format
7" x 10" pamphlet, 8 pages

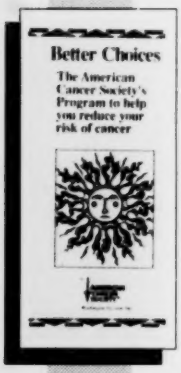
Target Audience
Women

Content Description
Describes the "vulnerable" cervix, the Pap test procedure, what the Pap test shows and what the test results mean, and diagnosis and treatment.

Readability Rating
Fairly Difficult (11) *Atlantic Monthly*

Notes
Not designed specifically for Native Americans

Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer



Producer
American Cancer Society, Washington Division, Inc.

Publication Date
1990

Availability
American Cancer Society
Washington Division, Inc.
2120 First Avenue North
Seattle, Washington 98109
(206) 283-1152
$15, videotape; $10.88, 100 leaflets

Format
30-minute VHS videotape and 3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives

Content Description
Urges Native Americans to reduce their risk of cancer with the following advice: eat healthy foods, keep weight down, limit consumption of salted and preserved foods, limit consumption of alcohol, respect the sun, and don't smoke.

Readability Rating
Easy (8) pulp fiction (leaflet)
Not applicable (videotape)

Breast Cancer

Producer
Native American Women's Health Education Resource Center

Publication Date
1990

Availability
Native American Women's Health Education Resource Center
P.O. Box 572
Lake Andes, South Dakota 57356
(605) 487-7072
Order No. 105
Free, single copies; $0.95 each, up to 100 copies; $0.90 each, more than 100 copies

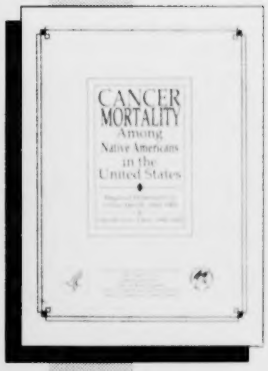
Format
3-3/4" x 8-1/2" leaflet; 4 pages

Target Audience
Native American women

Content Description
Presents facts about breast cancer, and discusses risk factors. Discusses the frequency with which women should have breast self-exam, breast exam by a physician, and mammography. Lists common indicators of breast cancer.

Readability Rating
Average (9) *Reader's Digest*

Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987



Producer
Indian Health Service

Publication Date
January 1992

Availability
Cancer Prevention and Control Program
Indian Health Service
2401 12th Street, N.W., Room 3N
Albuquerque, New Mexico 87102
Free

Format
8-1/4" x 11" book, 113 pages

Target Audience
Those interested in cancer and cancer prevention programs for American Indians

Content Description
Provides cancer mortality data for each cancer site and for each Indian Health Service (IHS) area in the United States. Offers background information and an overview of the IHS program and structure. Consists primarily of tables and charts illustrating regional differences in Indian health from 1984 to 1988, leading causes of cancer mortality from 1984 to 1988 by IHS area and sex, cancer mortality by area, and trends in cancer mortality from 1968 to 1987 among Native Americans in selected states compared to all races in the United States.

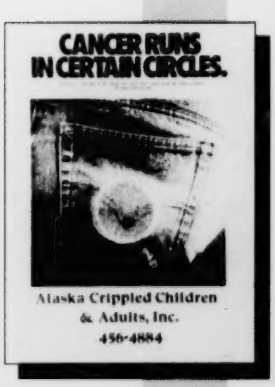
Readability Rating
Very difficult (17) scientific professional magazines

Cancer Runs in Certain Circles

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book



Format
11" x 17" poster (part of package described above)

Target Audience
Tobacco chewers and school-aged children

Content Description
Depicts the silhouette of a round tin of tobacco in someone's back pocket. Reads "Cancer Runs In Certain Circles" and, in much smaller print, "The fact is, over 85% of the people who suffer from mouth cancer are tobacco chewers. Of those, nearly half die." The telephone number for Alaska Crippled Children & Adults, Inc., is prominently displayed.

Readability Rating
Not applicable

Chances Are . . .
You Need a Mammogram

Producer
American Association of Retired Persons in cooperation with
Office of Cancer Communications, National Cancer Institute

Publication Date
August 1991

Availability
American Association of Retired Persons
Fulfillment Division
601 E Street, N.W.
Washington, D.C. 20049
(703) 550-9708
Order No. D14502
Free, single copies; $17.50, 50 copies

Format
4" x 9" pamphlet, 11 pages

Target Audience
Midlife and older women

Content Description
States that one out of nine American women will develop breast cancer; that, as women age, their chances of getting breast cancer increase every year; and that regular mammograms are one of the best weapons against breast cancer. Explains what a mammogram is; discusses risk factors such as family history and age; and addresses common barriers such as cost, fear, transportation, and discomfort. Lists resources for finding mammography facilities and questions to ask to find out whether a facility is of quality.

Readability Rating
Fairly difficult (11) *Atlantic Monthly*

Notes
Not designed specifically for Native Americans

Children Are the Future: Give Yours a Healthy Start

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

Format
16" x 20" poster

Target Audience
Pregnant American Indian women who smoke

Content Description
Pictures a silhouette of a pregnant American Indian woman smoking and a red slashed circle through the cigarette.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Children Are Our Future: Give Yours a Healthy Start

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indian and Alaska Native pregnant women

Content Description
Encourages pregnant women to eat healthy foods, to get regular exercise, and to stop smoking. Describes the health hazards to children who breathe cigarette smoke.

Readability Rating
Not applicable

Continue the Circle: Enjoy the Gift of Health

Producer
Minnesota Breast and Cervical Cancer Control Program, Minnesota Department of Health, and American Cancer Society

Publication Date
September 1992

Availability
American Cancer Society
3316 West 66th
Minneapolis, Minnesota 55435
(612) 925-2772 (ask for librarian)
Free

Format
11" x 17" poster

Target Audience
Native American women

Content Description
Depicts three Native American women of three generations. States that as a woman gains in years and wisdom, her risk of breast cancer increases. Urges women to get a mammogram. Includes a toll-free telephone number for the American Cancer Society that can provide information about low-cost or free mammograms.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Does Your Child Smoke?

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives

Content Description
Defines "passive" smoking as "when children or adults breathe in smoke from a nearby cigarette." Explains that children who breathe in smoke from cigarettes have an increased risk of lung cancer when they are older, more respiratory infections, more ear infections, and more colds. Encourages smokers to quit.

Readability Rating
Not applicable

Eat More Fruits and Vegetables: 5 a Day for Better Health

Producer
California Department of Health and
California Public Health Foundation

Publication Date
October 1991

Availability Information
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 92-3248
Free, up to 25 copies

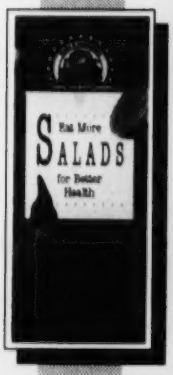
Format
3-1/2" x 8-1/2" leaflet, 8 pages

Target Audience
General public

Content Description
Suggests eating lots of fruits and vegetables to lower chances of getting cancer. Presents table listing vitamin A, vitamin C, and fiber content of numerous fruits and vegetables.

Readability Rating
Average (9) *Reader's Digest*

Notes
Not designed specifically for Native Americans



Eat More Salads for Better Health

Producer
California Department of Health Services and
California Public Health Foundation

Publication Date
March 1992

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 92-3250
Free, up to 50 copies

Format
3-1/2" x 8-1/2" leaflet, 8 pages

Target Audience
General public

Content Description
Emphasizes eating salads to reduce chances of getting some cancers. Presents table of salad ingredients with average grams of fat and average number of calories.

Readability Rating
Easy (8) pulp fiction

Notes
Not designed specifically for Native Americans

Eat To Live

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
8-1/2" x 11" fact sheet, 2 pages

Target Audience
Alaska Natives

Content Description
Answers questions about why a diet that is low in fat and high in fiber may be important to cutting risks for some kinds of cancer and other health problems. Mentions the fat and fiber content of some foods commonly eaten in parts of Alaska.

Readability Rating
Not applicable

Eating Healthy the Alaska Way

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
20" x 30" poster

Target Audience
Alaska Natives

Content Description
Stresses the importance of eating five or more fruits and vegetables every day, which may help to reduce chances of getting some kinds of cancer.

Readability Rating
Not applicable

Eating Healthy the Alaska Way

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined .

Format
Two 2-sided 4-1/4" x 5-1/2" tent cards for meal trays

Target Audience
Alaska Natives

Content Description
Stresses the importance of eating five or more servings of fruits and vegetables every day, eating less greasy foods, and getting plenty of exercise to stay healthy.

Readability Rating
Not applicable

Eating Healthy the American Indian Way: Why All the Talk About Fat?

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
5-1/2" x 8-1/2" booklet, 21 pages

Target Audience
American Indians

Content Description
Discusses the healthful benefits of eating a low-fat diet. Covers information on how to shop for low-fat foods, cook and eat the low-fat way, and choose low-fat foods when eating out.

Readability Rating
Not applicable

Eating Healthy the American Indian Way: Why All the Talk About Fiber?

Producer
National Cancer Institute and
Office of Minority Health

Publication Date
Spring 1994 (anticipated)

Availability
To be determined

Format
5-1/2" x 8-1/2" booklet, 14 pages

Target Audience
American Indians

Content Description
Discusses the healthful benefits of eating a high-fiber (and low-fat) diet. Covers information on how to shop for high-fiber foods, increase the fiber content of one's family's meals, and choose high-fiber foods when eating out.

Readability Rating
Not applicable

Having a Pelvic Exam and Pap Test

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3416
Free

Format
5-1/2" x 8-1/2" leaflet, 4 pages

Target Audience
Women

Content Description
Describes the pelvic exam and Pap test procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans

Health Risks and Preventive Care Among Older American Indians and Alaska Natives

Producer
American Association of Retired Persons

Publication Date
1990

Availability
American Association of Retired Persons
601 E Street, N.W.
Washington, D.C. 20049
(202) 434-2277
Order No. D13743
Free, up to 50 copies

Format
3-1/2" x 8-1/2" leaflet, 10 pages

Target Audience
Older American Indians and Alaska Natives

Content Description
Presents demographic statistics about American Indians and Alaska Natives. Addresses specific health risks among older American Indians and Alaska Natives. Lists leading causes of death among American Indians and Alaska Natives and modifiable risk factors. Offers many tips for a healthy diet that will not only prevent obesity but also help prevent and control the development of heart disease, diabetes, and cancer. Also stresses the importance of exercise and avoiding alcohol and tobacco. Lists several Indian Health Service offices for more information about hospitals and health centers or service units.

Readability Rating
Fairly difficult (11) *Atlantic Monthly*

BEST COPY AVAILABLE

How To Examine Your Breasts

Producer
Native American Women's Health Education Resource Center

Publication Date
1990

Availability
Native American Women's Health Education Resource Center
P.O. Box 572
Lake Andes, South Dakota 57356
(605) 487-7072
Order No. 208
Free, single copies; $1, 2-50 copies; $0.95, 51-250 copies; $0.90, 250-500 copies

Format
17-1/4" x 11-1/4" poster

Target Audience
Native American women

Content Description
Illustrates and discusses how to examine one's own breasts.

Readability Rating
Not applicable

It's Never Too Late To Quit!

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

Format
20" x 16" poster

Target Audience
Elderly American Indian smokers

Content Description
Presents a photograph of American Indian elders who have quit smoking.

Readability Rating
Not applicable

It's Never Too Late To Quit Smoking

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indian and Alaska Native smokers

Content Description
States that it's never too late to quit smoking—one's lungs will improve whether person is young or old at age of quitting. Describes some benefits of quitting smoking, such as breathing more easily, having more energy, reducing the risk of some cancers and heart disease, setting a good example, and helping to clean the air so Mother Earth can breathe.

Readability Rating
Not applicable

It's Your Life – It's Our Future: Stop Smoking Guide

Producer
American Indian Cancer Control Project

Publication Date
November 1991

Availability
American Indian Cancer Control Project
1918 University Avenue, Suite 2A
Berkeley, California 94704
(510) 843-8661
Call for price information

Format
VHS color videotape, 15 minutes; and 6-1/2" x 9-1/4" booklet, 28 pages

Target Audience
American Indian smokers

Content Description
Provides facts about cigarette smoking; tips for preparing to quit smoking and actually quitting; hints for coping with withdrawal symptoms, pressure from family and friends, and stress; advice for controlling weight; and ways to handle relapse. Includes a few quotes and a poem by American Indians.

Readability Rating
Very easy (6) comics (booklet)
Not applicable (videotape)

Keep Our Health Traditional: Keep Tobacco Use Traditional

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-1
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts an American Indian in full headdress with a sacred pipe.

Readability Rating
Not applicable

Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer

Producer
Wake Forest University

Publication Date
March 1993

Availability
Department of Family and Community Medicine
Bowman Gray School of Medicine
Wake Forest University
Winston-Salem, North Carolina 27157
(919) 716-4565
Free, single copies, while supplies last (may be reproduced)

Format
4-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians

Content Description
States that Indian people were healthy in earlier times because they were active and ate foods low in fat and high in fiber. Explains that many of the health problems seen in the Indian community today are linked to a change in eating habits and less active daily routines. Presents five ways to help reduce cancer risk: (1) eat less fat; (2) eat more high-fiber foods; (3) eat more foods high in vitamin A and vitamin C; (4) limit the amount of salt-cured and smoked foods; and (5) maintain a healthy body weight.

Readability Rating
Not applicable

Notes
Funding for this brochure provided by the National Cancer Institute

Little Sister Mouse

Producer
Roberta Cady, R.N.

Publication Date
1992

Availability
Roberta Cady, R.N.
Northern Cheyenne Public Health Nurse
Birney, Montana 59012
$0.50, single copies

Format
7" x 8-1/2" pamphlet, 10 pages

Target Audience
Native Americans

Content Description
Tells the story of the little sister mouse, who lives in the here and now, and the noble eagle, who teaches us to listen and look. Emphasizes that it is good to be like the mouse, doing things with all our might, as well as the noble eagle, watchful to keep the enemy of cancer away. Presents the seven possible warning signs of cancer.

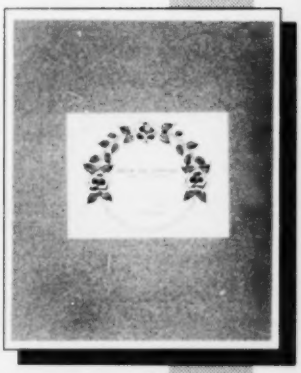
Readability Rating
Not applicable

Malam Nau Yahiwapo: Women's Gathering Place

Producer
Pascua Yaqui Health Department in collaboration with
Arizona Disease Prevention Center, University of Arizona Health Sciences Center

Publication Date
1992

Availability
Arizona Disease Prevention Center
University of Arizona Health Sciences Center
2501 East Lee
Tucson, Arizona 85716
(602) 321-7444
$5, packet; may be reproduced as needed



Format
9-1/2" x 11-3/4" folder with 8 fact sheets

Target Audience
American Indian women

Content Description
Contains fact sheets on where to go for health care, patient's bill of rights, Pap smear, breast health, physical breast exam, mammogram, and breast self-exam.

Readability Rating
Average (9) *Reader's Digest*

A Mammogram Could Save Your Life

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3418
Free

Format
5-1/2" x 8-1/2" leaflet, 4 pages

Target Audience
Women over age 40

Content Description
Answers questions about having a mammogram. Explains the importance of the procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans

Mouth Cancer Runs in Certain Circles

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

Format
3-1/2" x 8" leaflet, 4 pages (part of package described above)

Target Audience
Alaskans

Content Description
Discusses the prevalence of chewing tobacco among young people in Alaska. Presents the dangers of smokeless tobacco, including the risk of addiction, contracting gum disease, high blood pressure, oral cancer, or even death. Encourages tobacco chewers to seek assistance in quitting from health providers in their village or community.

Readability Rating
Average (10) *Reader's Digest*

A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-2
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 13" poster

Target Audience
American Indians

Content Description
Colorfully depicts a peace pipe, and encourages American Indians to return to traditional tobacco use, renew tribal values, and rededicate themselves to healthy traditions. Encourages people to stop tobacco abuse to avoid respiratory disease (shortness of breath), heart attacks, chronic halitosis, throat cancer, lung cancer, stroke, tuberculosis, and emphysema.

Readability Rating
Not applicable

Our American Indian Children Are Our Future: Bring Them Into Health and Tradition

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-3
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts an American Indian woman and baby, and encourages health.

Readability Rating
Not applicable

Our American Indian Children Deserve a Healthy Future and Healthy Traditions: Don't Smoke for Your Children's Sake

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-4
$1, package of up to 25; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
Pregnant American Indian women

Content Description
Depicts a silhouette of a pregnant American Indian woman smoking, and encourages pregnant women not to smoke.

Readability Rating
Not applicable

The Pap Test: It Can Save Your Life!

Producer
National Cancer Institute

Publication Date
October 1991

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 91-3213
Free

Format
5-1/2" x 8-1/2" leaflet, 4 pages

Target Audience
Women

Content Description
Answers questions about cancer of the cervix, such as how and where the test is performed, how often women should get a Pap test, who needs to have one, and why a Pap test is important.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans

The Pathway to Health

Producer
United Indian Health Services,
American Cancer Society, Humboldt-Del Norte Unit, and
Pacific Gas & Electric

Publication Date
1991

Availability
United Indian Health Services, Inc.
P.O. Box 420
Trinidad, California 95570
(707) 677-3693
$3 plus $1 shipping, first 10 sets of magnets; $2 plus $0.50 shipping, each additional 10 sets

Format
Set of refrigerator magnets

Target Audience
American Indians

Content Description
Encourages American Indians, through colorful pictures, to eat fruits and vegetables, whole grains, fish, and lean meat or poultry.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Pull Together: Quit Smoking

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

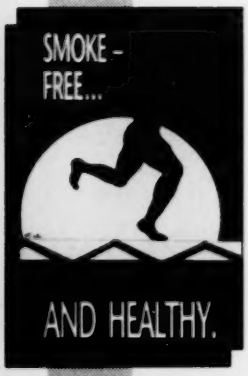
Format
20" x 16" poster

Target Audience
American Indian smokers

Content Description
Depicts a watercolor painting of American Indian canoe paddlers at the 1990 Lummi Stommish Celebration in Washington State. Urges American Indians to pull together and quit smoking.

Readability Rating
Not applicable

Smoke-Free . . . and Healthy



Producer
American Indian Health Care Association in cooperation with
Indian Health Board of Minneapolis

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$1, single copies; $0.90 each, 100 to 500 copies; $0.80 each, more than 500 copies

Format
5-1/2" x 8-1/2" leaflet, 15 pages

Target Audience
American Indians

Content Description
Contains a very brief survey to determine reasons why the reader smokes. Encourages the reader to set a target date to quit smoking. Offers suggestions for what to do on quit day and how to stay smoke-free.

Readability Rating
Very easy (7) comics

Smokeless Tobacco: Activity Book; Grades K-6

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

Format
8-1/2" x 11" pamphlet, 9 pages (part of package described above)

Target Audience
Children in kindergarten through sixth grade

Content Description
Contains eight puzzles, including connect the dots, maze, word search, picture to color, and crossword.

Readability Rating
Not applicable

Smokeless Tobacco: Teacher's Guide

Producer
Alaska Crippled Children & Adults, Inc.

Publication Date
1988

Availability
Alaska Crippled Children & Adults, Inc.
1020 Barnette Street
Fairbanks, Alaska 99701
(907) 456-4884
$50, package containing 5 posters, 20 brochures, 1 videotape, 1 teacher's guide, and 1 child's activity book

Format
8-1/2" x 11" pamphlet, 32 pages (part of package described above)

Target Audience
Teachers of kindergarten through high school

Content Description
Includes brief background information on smokeless tobacco, history, danger signals and statistics, classroom activities, video scripts, a quiz for junior and senior high school students, and potential followup questions. Pamphlet designed for use with a videotape and an activity book for elementary school children.

Readability Rating
Average (10) *Reader's Digest*

Take Care of Your Breasts

Producer
National Cancer Institute

Publication Date
March 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3417
Free

Format
5-1/2" x 8-1/2" leaflet, 4 pages

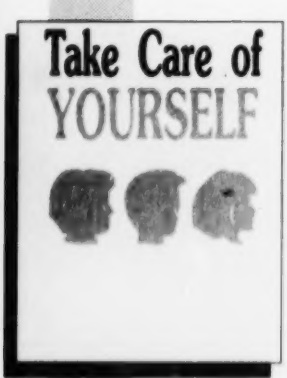
Target Audience
Women

Content Description
Explains what a mammogram is and how often women need to have one, depending on age. Describes the pelvic exam and Pap test procedure.

Readability Rating
Not applicable

Notes
Not designed specifically for Native Americans

Take Care of Yourself



Producer
Kentucky Cabinet for Human Resources

Publication Date
April 1992

Availability
Kentucky Cabinet for Human Resources
Chronic Disease Branch
275 East Main Street
Frankfort, Kentucky 40621
(502) 564-7996
Order No. PAM-DHS-110 (4-92)
$4, 100 copies; $20, 500 copies (make check payable to Kentucky State Treasurer)

Format
4-1/4" x 5-1/2" leaflet, 4 pages

Target Audience
Women

Content Description
Encourages every woman to have a Pap test and every woman 40 years or older to have a mammogram.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Take Control: 10 Steps to a Healthier Life

Producer
American Cancer Society, Humboldt-Del Norte Unit, and
United Indian Health Services, Inc.

Publication Date
1991

Availability
American Cancer Society
Humboldt-Del Norte Unit
2942 F Street
Eureka, California 95501
(707) 442-1436
$0.08, single copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
Native Americans

Content Description
States that scientists think most cancers may be related to lifestyle and environment—what people eat and drink, whether they smoke, and where they work and play. Lists 10 diet and behavior changes to help reduce the risk of getting cancer.

Readability Rating
Average (10) *Reader's Digest*

Taking Care of Your Health: The Pap Test and Cervical Cancer

Producer
National Cancer Institute

Publication Date
Winter 1993

Availability
Cancer Information Service
(800) 4-CANCER
Free, single copies

Format
9-minute VHS videotape and 8" x 11" booklet, 16 pages

Target Audience
American Indian women

Content Description
Urges American Indian women to have an annual Pap test for the early detection of cervical cancer. Includes overview of the cervical cancer problem among American Indian women, an explanation of the Pap test, recommendations for cervical cancer screening, and ways that women may be able to protect themselves from the disease. Booklet provides information on how to use and promote the video.

Readability Rating
Not applicable (videotape)
Easy (8) pulp fiction (booklet)

Notes
Not designed specifically for Native Americans

Tobacco Control Education Program

Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-5
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

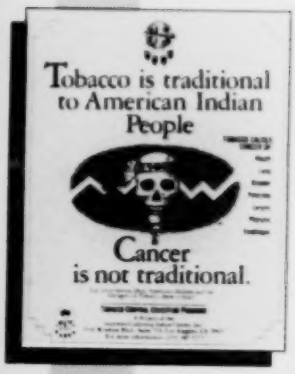
Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts smaller versions of six posters of the Tobacco Control Education Program: (1) Our American Indian Children Are Our Future—Bring Them Into Health and Tradition; (2) Tobacco Control Education Program; (3) Keep Our Health Traditional—Keep Tobacco Use Traditional; (4) Our American Indian Children Deserve a Healthy Future and Healthy Traditions—Don't Smoke for Your Children's Sake; (5) Tobacco Was a Gift From Our Great Spirit—Don't Let It Become Our Death; and (6) Tobacco Is Traditional to American Indian People—Cancer Is Not Traditional.

Readability Rating
Not applicable

Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional



Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-6
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts a skull wearing traditional American Indian headdress and smoking a cigarette, and states that although tobacco is traditional to American Indians, tobacco abuse causes cancer of the mouth, lung, bladder, pancreas, larynx, pharynx, and esophagus.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Tobacco: It Was Never Meant To Be Abused

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$3.50, single copies; $3.25 each, 51 to 100 copies; $3 each, more than 100 copies

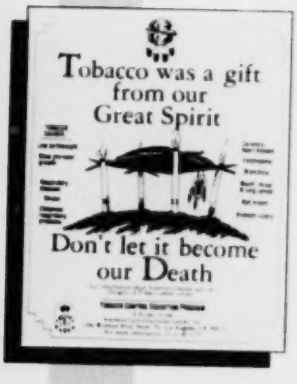
Format
16" x 20" poster

Target Audience
American Indians

Content Description
Features a pen and watercolor painting of an American Indian elder teaching traditional use of tobacco.

Readability Rating
Not applicable

Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death



Producer
Tobacco Control Education Program, Southern California Indian Center, Inc.

Publication Date
No date

Availability
Southern California Indian Center, Inc.
2500 Wilshire Boulevard, Suite 750
Los Angeles, California 90057
(213) 387-5772
Order No. SCIC-TCEP-7
$1, package of up to 25 copies; $1.50, package of 26 to 50 copies

Format
8-1/2" x 11" poster

Target Audience
American Indians

Content Description
Depicts an American Indian burial ground constructed of four burning cigarettes. States that tobacco abuse causes low birthweight, slow prenatal growth, respiratory diseases, stroke, children's respiratory problems, coronary heart disease, emphysema, bronchitis, bad breath, stomach ulcers, and mouth, throat, and lung cancers.

Readability Rating
Not applicable

BEST COPY AVAILABLE

Traditional Foods Can Be Healthy

Producer
Special Populations Studies Branch, National Cancer Institute

Publication Date
May 1993

Availability
Cancer Information Service
(800) 4-CANCER
NIH Publication No. 93-3548
Free

Format
8-1/2" x 7" pamphlet, 15 pages

Target Audience
American Indians

Content Description
Explains that during "traditional times," American Indians rarely had cancer, heart disease, diabetes, or obesity because traditional foods (e.g., fish, deer) were low in fat, people didn't eat as much, less fat was used to cook foods, no fat was added to foods that were boiled or dried, people ate a variety of foods, and people got more exercise. Encourages readers to eat more traditional foods today.

Readability Rating
Average (9) *Reader's Digest*

Traditional Foods Can Be Healthy
Living In Balance
We Can Learn From Our Past
Foods Were Prepared in the Following Ways:
Foods Were Selected From:
Exercise and Health
Traditional Foods in Today's World

BEST COPY AVAILABLE

Traditional Use of Tobacco

Producer
American Indian Health Care Association

Publication Date
1991

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet; 6 pages

Target Audience
American Indians

Content Description
Explains that tobacco is used by many Native Americans in spiritual ceremonies. Describes appropriate uses of tobacco: "to help our thoughts and prayers reach the Creator; to give thanks to the Creator; to honor four-legged, flying, swimming, or crawling beings we have hunted; to seek advice from an elder or respected person; to show respect for Mother Earth; and to seek protection on our daily journeys." States that each Native American must choose how to use tobacco—to honor life or to harm life.

Readability Rating
Not applicable

We Are the Circle of Life; Pass on the Gift of Health

Producer
Native American Women and Wellness Project

Publication Date
Revised 1993

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
Call for cost information

Format
16" x 20" poster

Target Audience
American Indian women

Content Description
Pictures four American Indian women. Urges women to get yearly breast and Pap screenings.

Readability Rating
Not applicable

What Men Should Know About Cancer

Producer
American Cancer Society, Humboldt-Del Norte Unit, and
United Indian Health Services, Inc.

Publication Date
1990

Availability Information
American Cancer Society
Humboldt-Del Norte Unit
2942 F Street
Eureka, California 95501
(707) 442-1436

Format
3-1/4" x 8-1/2" leaflet; 6 pages

Target Audience
Native American men

Content Description
Describes some reasons why some men put off going to a doctor. Discusses the early signs of some cancers that men can get: colon and rectal cancer (most common in men over age 40), testicular cancer (most common in men ages 15 to 35), prostate cancer (most common in men ages 60 to 90), bladder cancer (most common in men ages 60 to 90), lung and mouth cancers, and breast cancer (rare in men). Lists the seven warning signals of cancer.

Readability Rating
Very easy (7) comics

What Women Should Know About Cancer

Producer
American Cancer Society, Humboldt-Del Norte Unit, and
United Indian Health Services, Inc.

Publication Date
1990

Availability Information
American Cancer Society
Humboldt-Del Norte Unit
2942 F Street
Eureka, California 95501
(707) 442-1436
$0.08, single copies

Format
5-1/4" x 8-1/2" leaflet, 6 pages

Target Audience
Native American women

Content Description
Describes some reasons why some women put off going to a doctor. Discusses the early signs of some cancers that women can get: breast cancer, cervical and uterine cancer, colon and rectal cancer, and lung cancer. Lists the seven warning signals of cancer.

Readability Rating
Very easy (7) comics

Withdrawal From Smoking: Dealing With the Effects

Producer
American Indian Health Care Association

Publication Date
1990

Availability
American Indian Health Care Association
245 East Sixth Street, Suite 499
St. Paul, Minnesota 55101
(612) 293-0233
$0.20, single copies; $0.19 each, 101 to 500 copies; $0.17 each, more than 500 copies

Format
3-3/4" x 8-1/2" leaflet, 6 pages

Target Audience
American Indians and Alaska Natives who want to quit smoking

Content Description
Offers suggestions for dealing with the effects of withdrawal from smoking, including dry mouth, cough, and sore throat; hunger; changes in sleeping habits; grouchiness; or constipation or diarrhea.

Readability Rating
Not applicable

Appendix

Appendix
SMOG Readability Formula

Readability ratings are performed to ensure that materials can be read and understood by the people who will be using them. Sentence and word length and complexity are important factors in assessing readability.

The SMOG readability formula is quick to perform, ensures 90-percent comprehension (i.e., a person with a 10th-grade reading level will comprehend 90 percent of the material rated at that level), and is relatively reliable and respectable.

Directions for SMOG grading are taken directly from "SMOG Grading—A New Readability Formula," by Harry McLaughlin.

1. Count 10 consecutive sentences near the beginning of the text to be assessed, 10 in the middle, and 10 near the end. Count as a sentence any string of words ending with a period, question mark, or exclamation point.

2. In the 30 selected sentences, count every word of three or more syllables. Any string of letters or numerals beginning and ending with a space or punctuation mark should be counted if you can distinguish at least three syllables when you read it aloud in context.

3. Estimate the square root of the number of polysyllabic words counted. This is done by taking the square root of the nearest perfect square. For example, if the count is 95, the nearest perfect square is 100, which yields a square root of 10. If the count lies roughly between two perfect squares, choose the lower number. For example, if the count is 110, take the square root of 100 rather than that of 121.

SMOG Score and Interpretation

Score (Grade Level)	*Level of Style*	*Typical Magazine Example*
6-7	Very easy	Comics
8	Easy	Pulp fiction
9-10	Average	*Reader's Digest*
11-13	Fairly difficult	*Atlantic Monthly*
14-16	Difficult	Academic magazines (e.g., *Psychoanalytic Review; Child Welfare)*
17+	Very difficult	Scientific professional magazines (e.g., *Music Educator Journal*)

BEST COPY AVAILABLE

Appendix
SMOG Readability Formula (continued)

References

McLaughlin, G.H. "SMOG Grading—A New Readability Formula," *Journal of Reading*, May 1969, pp. 639-646.

Powers, R.D.; Sumner, W.A.; and Kearl, G.E. "A Recalculation of Four Readability Formulas," *Journal of Education Psychology*, April 1958, pp. 99-105.

Readability Worksheet

Name of Publication: _____

Publisher: _____

Number of Pages: _____ Date Readability Completed: _____

A. SMOG Readability Formula

Sample		Page No.	Number of Words With Three or More Syllables	Syllable Counting Wordspace
a.	1	_____	_____	_ _ _ _ _ _ _ _ _ _
	2	_____	_____	_ _ _ _ _ _ _ _ _ _
	3	_____	_____	_ _ _ _ _ _ _ _ _ _
b.	4	_____	_____	_ _ _ _ _ _ _ _ _ _
	5	_____	_____	_ _ _ _ _ _ _ _ _ _
	6	_____	_____	_ _ _ _ _ _ _ _ _ _

Set a: Multisyllabic Words _____ Nearest Perfect Square _____

Perfect Square, Square Root _____ + 3 = _____ (SMOG grade)

Set b: Multisyllabic Words _____ Nearest Perfect Square _____

Perfect Square, Square Root _____ + 3 = _____ (SMOG grade)

B. Interpretation of SMOG Score

Grade Level	Level of Style	Example of Magazine Level
_____	_____	_____

C. Additional Factors Affecting Readability

Factors	Assist Readability	Detract From Readability	Comments
1. Illustrations	_____	_____	_____
2. Design Print	_____	_____	_____
3. Organization	_____	_____	_____
4. Definition of Technical Vocabulary	_____	_____	_____
5. Variability of Difficulty	_____	_____	_____
6. Author's Style	_____	_____	_____

Index of Authors, Producers, and Distributors

Alaska Crippled Children & Adults, Inc.
- Cancer Runs in Certain Circles 17
- Mouth Cancer Runs in Certain Circles 41
- Smokeless Tobacco: Activity Book: Grades K-6 49
- Smokeless Tobacco: Teacher's Guide 50

American Association of Retired Persons
- Chances Are . . . You Need a Mammogram 18
- Health Risks and Preventive Care Among Older American Indians and Alaska Natives 31

American Cancer Society
- Continue the Circle: Enjoy the Gift of Health 21

American Cancer Society, Humboldt-Del Norte Unit
- The Pathway to Health 46
- Take Control: 10 Steps to a Healthier Life 55
- What Men Should Know About Cancer 62
- What Women Should Know About Cancer 63

American Cancer Society, Washington Division, Inc.
- Better Choices: The American Cancer Society's Program To Help You Reduce Your Risk of Cancer 14

American Indian Cancer Control Project
- It's Your Life—It's Our Future: Stop Smoking Guide 35

American Indian Health Care Association
- Children Are the Future: Give Yours a Healthy Start 19
- Children Are Our Future: Give Yours a Healthy Start 20
- Does Your Child Smoke? 22
- It's Never Too Late To Quit! 33
- It's Never Too Late To Quit Smoking 34
- Pull Together: Quit Smoking 47
- Smoke-Free . . . and Healthy 48
- Tobacco: It Was Never Meant To Be Abused 57
- Traditional Use of Tobacco 60
- We Are the Circle of Life: Pass on the Gift of Health 61
- Withdrawal From Smoking: Dealing With the Effects 64

Arizona Disease Prevention Center
- Malam Nau Yahiwapo: Women's Gathering Place 39

Index (continued)

Cady, Roberta
Little Sister Mouse 38

California Department of Health
Eat More Fruits and Vegetables: 5 a Day for Better Health 23
Eat More Salads for Better Health 24

California Public Health Foundation
Eat More Fruits and Vegetables: 5 a Day for Better Health 23
Eat More Salads for Better Health 24

Indian Health Board of Minneapolis
Smoke-Free . . . and Healthy 48

Indian Health Service
Cancer Mortality Among Native Americans in the United States: Regional Differences in Indian Health, 1984-1988, and Trends Over Time, 1968-1987 16

Kentucky Cabinet for Human Resources
Take Care of Yourself 52

Frames Communications
Abnormal Pap Test Results: Understanding Your Diagnosis and Treatment 13

Minnesota Department of Health
Continue the Circle: Enjoy the Gift of Health 21

National Cancer Institute
Chances Are . . . You Need a Mammogram 18
Eat To Live 25
Eating Healthy the Alaska Way 26
Eating Healthy the Alaska Way 27
Eating Healthy the American Indian Way: Why All the Talk About Fat? 28
Eating Healthy the American Indian Way: Why All the Talk About Fiber? 29
Having a Pelvic Exam and Pap Test 30
A Mammogram Could Save Your Life 40
The Pap Test: It Can Save Your Life! 45
Take Care of Your Breasts 51
Taking Care of Your Health: The Pap Test and Cervical Cancer 54
Traditional Foods Can Be Healthy 59

Index (continued)

Native American Women and Wellness Project
We Are the Circle of Life; Pass on the Gift of Health 61

Native American Women's Health Education Resource Center
Breast Cancer 15
How To Examine Your Breasts 32

Office of Minority Health
Eat To Live 25
Eating Healthy the Alaska Way 26
Eating Healthy the Alaska Way 27
Eating Healthy the American Indian Way: Why All the Talk About Fat? 28
Eating Healthy the American Indian Way: Why All the Talk About Fiber? 29

Pacific Gas & Electric
The Pathway to Health 46

Pascua Yaqui Health Department
Malam Nau Yahiwapo: Women's Gathering Place 39

Southern California Indian Center, Inc.
Keep Our Health Traditional: Keep Tobacco Use Traditional 36
A New Beginning, Return to Traditional Tobacco Use, Renew Our Tribal Values, Rededicate Ourselves to Healthy Traditions 42
Our American Indian Children Are Our Future: Bring Them Into Health and Tradition 43
Our American Indian Children Deserve a Healthy Future and Healthy Traditions: Don't Smoke for Your Children's Sake 44
Tobacco Control Education Program 55
Tobacco Is Traditional to American Indian People: Cancer Is Not Traditional 56
Tobacco Was a Gift From Our Great Spirit: Don't Let It Become Our Death 58

United Indian Health Services, Inc.
The Pathway to Health 46
Take Control: 10 Steps to a Healthier Life 53
What Men Should Know About Cancer 62
What Women Should Know About Cancer 63

Wake Forest University
Let's Eat Healthy! 5 Simple Tips To Lower Dietary Risk of Cancer 37

NATIONAL CANCER INSTITUTE

NIH Publication No. 94-3706
January 1994